

# Notice and Marked Agenda

## City of Scottsdale Tourism Development Commission

8:00 a.m. Tuesday, September 19, 2006  
Pinnacle Conference Room  
7575 East Main Street, Scottsdale, Arizona

1. **Call to Order 8:05 a.m.**
2. **Roll Call (P=Present; A=Absent)**

Ned Sickel, Chairman <b>P</b>	Kiaran MacDonald <b>A</b>
Kate Cavaliere <b>P</b>	Sally Shaffer <b>P</b>
John Holdsworth, Vice Chair <b>P</b>	Gordon Zuckerman <b>A</b>
3. **Approval of August 15, 2006 Minutes **Approved 4/0**** **Action Item**  
(Attachment No. 1)
4. **Transportation Master Plan and High Capacity Transit Update** **Information Item**  
Teresa Huish, Principal Transportation Planner
5. **FY2006/07 Matching Event Advertising Funding Applications Recommendation** **Action Item**  
Sally Shaffer, MEAF Sub-committee Chair  
Kathy O'Connor, Tourism Development Manager  
(Attachment No. 2 and 2A-C)
  - A. 52nd Annual Scottsdale Arabian Horse Show **Approved 4/0**
  - B. Arizona Bike Week **Approved 4/0**
  - C. Barrett Jackson Collector Car Events **Approved 4/0**
  - D. Celebration of Fine Art **Approved 4/0**
  - E. FBR Open **Approved 4/0**
  - F. PF Chang's Rock 'n' Roll Marathon **Approved 4/0**
  - G. Region 7 Arabian Championship Show at WestWorld **Approved 4/0**
  - H. Scottsdale Classic Futurity and Quarter Horse Show **Approved 4/0**
  - I. Scottsdale Culinary Festival **Approved 4/0**
  - J. Scottsdale Sports and Muscle by Russo and Steele Collector Car Auction **Approved 4/0**
  - K. Sun Country Circuit Quarter Horse Show **Approved 4/0**
  - L. Tour de Scottsdale **Denied 4/0**




Persons with a disability may request a reasonable accommodation by contacting Kathy Montalvo at 480-312-7989 or [kmontalvo@scottsdaleaz.gov](mailto:kmontalvo@scottsdaleaz.gov). Request(s) should be made 24 hours in advance or as early as possible to allow time to arrange accommodations.

6. **Scottsdale Convention and Visitors Bureau Approved 4/0 Information Technology Request** **Action Item**  
Kathy O'Connor, Tourism Development Manager  
Rachel Sacco, President and CEO, SCVB  
(Attachment No. 3 and 3A)
7. **Five-Year Strategic Plan Update** **Information Item**  
Kathy O'Connor, Tourism Development Manager  
(Attachment No. 4 and 4A-B)
  - Desert Discovery Center
  - Marketing
  - Event Development
8. **November 14 Retreat Agenda Discussion** **Information Item**  
Kathy O'Connor, Tourism Development Manager  
(Attachment No. 5)
9. **Bed Tax Proforma** **Information Item**  
Kathy O'Connor, Tourism Development Manager;  
Craig Clifford, Chief Financial Officer; Lee Guillory, Finance Manager  
(Attachment No. 6)
10. **Manager's Report** **Information Item**  
Kathy O'Connor, Tourism Development Manager
  - Bed-tax Staff Report (Attachment No. 7 )
  - Smith Travel Research Lodging Report (Attachment No. 8)
  - Tourism Projects Status
    - Barrett Jackson Survey Analysis (Attachment No. 9)
11. **SCVB Monthly Update** **Information Item**  
Rachel Sacco, President & CEO, SCVB  
(Attachment No. 10)
12. **Items from the Floor None**
13. **Public Comment None**
14. **Adjournment 10:08 a.m.**

The next meeting is scheduled for Tuesday, October 17, 2006 at the City of Scottsdale, Pinnacle Conference Room.

Citizens may address the members of the Tourism Development Commission during Public Comment. This "Public Comment" time is reserved for citizen comments regarding non-agendized items. However, Arizona State Law prohibits the Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.

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